🔓Internal Archive Confidential

Internal Archive Design Language

Written By Ky Young (@unc0vrd)

Internal Archive features its own design language, this features a clean, minimal and professional format, with the use of Helvetica Neue (preferably **Medium**). The use of blacks and whites are most prominent in visuals made by **Internal Archive**, along with the use of this orange when pointing out key information in posts and other informative media. A custom font is also being produced, and will soon be distributed.

Happy Sunday everyone! We apologize for the lack of activity recently. We have been working hard on our upcoming services and resources suite. In the meantime, we would like to announce that we have decided to update our regular posting schedule from weekly on **Wednesday** to every **Monday** and **Thursday**. We believe that this change will allow us to share more prototypes and keep you, the viewer, entertained. As this doubles our content output, we will only be posting prototypes we own on **Mondays**. **Thursday** posts will simply be prototypes we have found around the internet. Thank you for taking the time to read this and we'll see you **Monday**!

Using IA Orange To Showcase Key Information

In this example, we can see that IA Orange is used to highlight the words: Wednesday, Monday and Thursday, to draw the attention of the viewer to these dates, so that they can be informed and drawn to the surrounding information about the posting schedule.

(From @ArchiveInternal)

Video Production Style

Internal Archive replicates the popular style of a lesser known brand, going by the name of Apple Inc, in this style, blacks and whites are most prominent, along with upbeat music which the text on screen transitions to. A great example of this would be "**Apple Event In 51 Seconds**" as this video shows the blacks, whites and transitions.

Professional, Yet Minimal

Internal Archive is most definitely a professional company? business? organisation? Whatever! Internal Archive strives to have a clean look, with easily digestible content, and IA's minimal aesthetic look is what we aim to achieve in all material, unless specifically told not to.

Guides And Documents

Well, this is a great example of what a document/guide produced by Internal Archive should look like. Easily digestible, yet large amounts of information, making sure to highlight the main point, and give details surrounding it.